GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition and Excise — Grant of exclusive privilege to run Retail Shops – Excise Policy for 2019-20 - Operational guidelines in respect of Retail Outlets (ROs) to be established by the A.P. State Beverages Corporation Limited – Orders – Issued.

REVENUE (EXCISE-II) DEPARTMENT

G.O.Ms.No.357 **Dated:16.08.2019**
Read the following:

1. G.O.Ms.No. 113 Revenue (Excise.II) Department, Dated. 22-3-2017.
2. From the MD, APSBCL, Lr.No.APSBCL/ROs/2019/, dated:30.07.2019

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ORDER

The following notification shall be published in an Extra-ordinary Issue of the Andhra Pradesh Gazette, dated.17th, August, 2019.

PROHIBITION & EXCISE POLICY FOR 2019-20 FOR DISPOSAL OF RETAIL LIQUOR OUTLETS (ROs) TO BE ESTABLISHED BY THE A.P. STATE BEVERAGES CORPORATION LIMITED

The Government, after careful examination of the proposal submitted by the Managing Director, A.P. State Beverages Corporation Limited, hereby formulate the following Excise Policy for 2019-20 in respect of Retail Outlets (ROs) to be established by the A.P. State Beverages Corporation Limited.

1.0 **NUMBER OF SHOPS :**

1.1. The Government have fixed (3500) A4 Shops for 2019-20.

1.2. The Commissioner of Proh. & Excise will fix unit-wise number of Shops for each unit i.e. Municipal Corporation, Municipality and Mandal and communicate the same to the M.D., APSBCL.

2.0 **LOCATION OF THE RETAIL OUTLETS & SELECTION OF PREMISES :**

The A.P. Excise Act, 1968 and the Rules made there under shall govern the selection of premises for establishment of Retail Outlets.

3.0 **NORMS FOR HIRING PREMISES FOR RETAIL OUTLETS :**

3.1. The premises shall have a minimum space of 150 Sft and a maximum of 300 Sft. It shall be on the ground floor with road frontage, with a provision of single entry and exit, secured walls and pucca construction with permanent fixtures.

3.2. It shall have adequate number of ceiling fans, tables, chairs, iron racks, electrical sub meter, a bottle cooler and a board for displaying MRPs.

3.3. A Sign Board depicting "APSBCL Retail Outlet – Number_" (in Telugu and English) shall be fixed.

3.4. Other Requirements: Each Shop shall be provided with a Cash Chest and fake note detector.

P.T.O

3.5. The Shop shall be equipped with necessary hardware and software to implement HPFS and inverter.

3.6. (2) CC Cameras in each Shop shall be installed.

4.0 **HIRING OF SHOP PREMISES FOR RETAIL OUTLETS:**

4.1. After obtaining approval of the Joint Collector concerned, the Depot Manager designated as Nodal Officer shall give a press advertisement in the district editions of (2) Telugu dailies inviting quotations from the premises owners.

4.2. The model press advertisement will be issued by the M.D, APSBCL, Vijayawada.

4.3. Wide publicity shall be given by displaying the notification at public places like IMFL Depots, Prohibition & Excise Stations, Prohibition & Excise Superintendents Offices, Tahsildar offices, MPDO offices, etc.

4.4. (7) clear days from the date of notification shall be given for filing quotations.

4.5. The form for quotation of the Shop rent will be communicated by the M.D, APSBCL, Vijayawada.

5.0 **FIXATION OF RENT:**

5.1. The monthly rent quoted should be a lump sum figure including property and all other Taxes for the entire shop space.

5.2. Three months advance rent shall be paid on entering into agreement.

5.3. Electricity and water consumption charges shall be paid by the APSBCL.

5.4. Rental period will be one year, further extendable from time to time.

5.5. The APSBCL reserves the right to vacate the premises with one month notice.

5.6. The District Level Committee, for scrutiny and selection of the shop premises based on the most competitive bid shall consist of the following:

(a) Joint Collector	: Chairman
(b) Deputy Commissioner of P&E	: Member
(c) P&E Superintendent concerned	: Member
(d) Proh. & Excise SHO having jurisdiction over the Shop	: Member
(e) The Depot Manager concerned	: Member
(f) The Depot Manager designated as Nodal Officer	: Convener

5.7. The District Level Committee shall conduct negotiations in a transparent way with the premises owners for arriving at the lowest quotations and fix the monthly rents for the Shops.

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6.0 **MAN POWER :**

6.1. The following shall be the staffing pattern for the Retail Outlets :

Staff	Urban	Rural
Shop Supervisor	1	1
Shop Salesmen	3	2
Watch & Ward	1	1
Total	**5**	**4**

6.2. Remuneration :

Remuneration to Shop supervisor shall be Rs.17,500/- and to Shop salesman Rs.15,000/- Plus PF & ESI as per G.O.Ms. No. 151, Finance (HR-I – Pig. & Policy) Department, dt: 8-8-2016. Remuneration to watch & ward shall be as per G.O.Ms.No.43, Labour Employment Training and Factories (LAB.II) Dept. dated 28.05.2010. The expenses towards cleaning and upkeep shall be met through contingency fund.

6.3. Age and Qualifications:

The following shall be the age, qualifications, etc.

Staff	Age	Educational qualifications	Other requirements
Shop Supervisor (SS)	Min.21 – Max.40 as on 01.10.2019	Degree, preferably B.Com with Computer knowledge	Must be a native of the Mandal/Local body in which the shop is located
Shop Salesmen (SSM)		Intermediate	
Watch & Ward		N.A.	

7.0 **METHOD AND CRITERIA FOR SELECTION OF RETAIL OUTLET STAFF:**

7.1 The SS / SSM required for Retail Outlets shall be deployed on **contracting / outsourcing basis** as per the existing Government Orders.

7.2 Watch & ward shall be outsourced through reputed Security Services agencies.

7.3. The reservation percentage of different communities shall be followed.

7.4 The District concerned shall be taken as unit for the purpose of calculating reservation percentages.

8.0 **TENURE OF APPOINTMENT, TRAINING & LEAVE:**

8.1 The appointments are purely on **contracting / outsourcing basis** and are valid for one year only. Further extension of tenure will be decided by the APSBCL.

8.2 The candidates appointed shall undergo training as prescribed by the APSBCL.

8.3 The candidates shall furnish an undertaking that they will not ask for permanency, regularization or preference in Corporation employment/ recruitment by virtue of their being employed on **contracting / outsourcing basis**.

8.4 The Shop Supervisor (SS) and Shop Salesmen (SSM) shall give at least one month advance notice in writing to the concerned Depot Manager in case they intend to quit. The Corporation reserves the right to terminate the services of Shop Supervisor (SS) or Shop Salesmen (SSM) at any point of time.

8.5 If they leave the Job without giving advance intimation and such absence results in any loss to the Corporation, the candidate will be held responsible for such loss.

8.6 Weekly holiday for the employees working at Retail Outlets may be arranged among themselves subject to the approval of Depot Manager concerned.

8.7 The Shop Supervisor and the Shop Salesmen, on completion of one year's satisfactory service, will be rewarded in the second year with one month's remuneration as bonus.

9.0. **INDEMNITY BOND :**

The selected applicant shall submit an indemnity bond communicated by the APSBCL to indemnify any loss sustained by the Corporation on account of negligence or irregularities / violations committed by him.

10.0. **TERMINATION OF SERVICES :**

In case the Shop Supervisor / Shop Salesman is found guilty of negligence or irregularities / violations, his services are liable to termination by the Depot Manager concerned without assigning any reasons what so ever. Besides, criminal proceedings shall be launched against the guilty as per Law.

11.0 **DUTIES & RESPONSIBILITIES**:

11.1 Shop Supervisor (SS): a) Overall Supervision of day-to-day transactions. b) Maintenance of registers, stocks c) Placing indents d) any other duties assigned by Depot Manager.

11.2 Shop Sales Men (SSM): a) Loading of bottles into the shelves b) Delivery of bottles to customers as per the bill c) Issuing of bills to the customers d) any other duties assigned by SS

11.3 Watch and ward: Security during nights.

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12.0 **The District Level Committee** to select the man power on outsourcing basis to work at Retail Outlets, shall consist of the following:

(a) Joint Collector	: Chairman
(b) Deputy Commissioner of P&E	: Member
(c) **District Manager / Zonal Manager concerned**	**: Member**
(d) Depot Managers, concerned	: Member
(e) Nodal Depot Manager	: Convener

13.0 **JOB CHART:**

13.1. The shop shall be kept open, on all days except dry days, from 10.00 A.M. to 9.00 P.M, as prescribed in the Rules.

13.2. Shop Supervisor (SS) and Shop Sales men (SSM) should sell the stock of IMFL/FL/Beer etc., at the MRP rates only as fixed by the Government.

13.3 Shop Supervisor / Shop Sales men should not sell liquor / Beer to any persons below 21 years of age and sale of number of liquor/beer bottles shall not exceed the maximum possession limit prescribed under the A.P. Excise Act, 1968.

13.4 The sale of IMFL/FL/Beer in retail outlet shall be in First-In-First-Out (FIFO) basis. The Shop Supervisor / Shop Salesmen are responsible for following FIFO method in selling IMFL/FL/Beer in respect of each brand.

13.5. The Shop Salesmen shall handle the liquor/beer stocks carefully and responsibility for breakages in the Shop shall rest with the Shop Salesmen.

13.6. Shop Supervisor / Shop Salesmen shall issue bills to the customers. They are responsible for bank remittance of sale proceeds, placing of Indents with the Depot, maintenance of registers / records relating to cash, stock, etc.

14.0 **CONTRACT FOR TRANSPORTATION OF IMFL & FL FROM DEPOT TO RETAIL OUTLETS:**

14.1 The Committee for the fixation of Transportation charges shall consist of the following:

(a) Joint Collector	: Chairman
(b) Deputy Commissioner of P&E	: Member
(c) **District Manager / Zonal Manager concerned**	**: Member**
(d) RTO, concerned	: Member
(e) Depot Managers, concerned	: Member
(f) Nodal Depot Manager	: Convener

14.2 The Nodal Depot Manager after obtaining approval from the Joint Collector shall issue a press advertisement in two district editions of Telugu daily newspapers inviting quotations.

14.3 The Committee shall negotiate with the applicants, arrive at the lowest competitive quotations and fix the transportation charges.

14.4 The transportation charges shall be inclusive of loading at Depot level and unloading at APSBCL retail outlet.

14.5 The transporter shall be responsible for breakages / damages during transit.

15.0 **INSURANCE:**

Stock of IMFL, FL and cash in respect of Retail Outlets shall be insured.

16.0 **AGREEMENTS**:

After the approval of the Committee concerned, the Depot Manager concerned shall enter into agreements with the owners of the shop premises, transporters and **contracting / outsourcing** agencies.

17.0 **Auditing**

The M.D., APSBCL shall take necessary action for conducting both internal and external audit of the accounts, stocks, cash and other transactions relating to Retail Outlets on regular basis.

18.0 **Relaxation of the norms**

In exceptional cases, the M.D, APSBCL may relax the norms fixed above in respect of any item, for a period not exceeding one year, to meet administrative exigencies and ensuring smooth functioning of APSBCL Retail Outlets.

19.0 **COMPLIANCE**

The above instructions shall be followed scrupulously without any deviation.

2. The Managing Director, A.P. State Beverages Corporation Limited, Vijayawada, shall take necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. D.SAMBASIVA RAO
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Printing and Stationery and Stores Purchase,
Vijayawada (He is requested to furnish 100 copies to Government and 500 copies to the Commissioner of Prohibition & Excise, A.P., Vijayawada and 50 copies to the Commissioner of Information and Public Relations, A.P., Vijayawada.)
The Managing Director, A.P.State Beverages Corporation Limited, Vijayawada.
The Commissioner of Prohibition and Excise, Andhra Pradesh, Vijayawada.

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The Health, Medical & Family Welfare Department, A.P. Secretariat, Velagapudi, Amaravathi.
The Director of Medical & Health, A.P., Vijayawada.
The Commissioner, I&PR, A.P., Vijayawada.

Copy to:

The Law (E) Department
The Finance (FMU-REV) Department.
The PS to Prl. Advisor to the Hon'ble Chief Minister.
The PS to Deputy Chief Minister (Excise & CT).
The PS to Spl. Chief Secretary to Govt.(CT, P&E, R&S).
SF/SC.

//FORWARDED :: BY ORDER//

SECTION OFFICER